



LIBERTY CANNABIS

Adult Use Proposal: For Somerville Community Meeting



History of Responsible Growth



2011

The Opportunity

Josh Genderson took over his family's fourth-generation wine and spirits business on Capitol Hill, but soon saw an opportunity for cannabis in D.C. Having grown up working and socializing with Washington decision makers, he dedicated himself to the crafting and passing of new cannabis legislation.

2012

Winning the First License

Josh and his family won 2 of 7 grower/processor licenses in D.C. During this time, Josh traveled to legal states like Colorado and California, and countries like Canada and the Netherlands, meeting growers and processors to learn best practices to ensure the business was best-in-class.

2014

Building a Model to Last

Based on extensive work with families in D.C., Holistic lobbied other states along the East Coast in an effort to have them adopt medical cannabis programs. A domino effect of legalization began. Holistic assembled a board and built a more sophisticated (but still grounded) company.

2016

Eyeing Expansion

Holistic raised \$40 million in capital through friends and family, \$30 million in real estate and applied for licenses in MD, PA and MA. At the same time, a ballot initiative in California made the regulation and oversight of its program more stringent—and more attractive to Holistic.



History of Responsible Growth



2017

Growing Organically

A big year for the company, including winning licenses in MD, PA and MA. Responding to patient demand for a company they could trust, Holistic decided to grow organically to become the best operator in the space. Near the end of 2017, Josh started looking at California and Michigan.

2018

Moving Out West

Josh raised an additional \$10 million from friends and family and bought a distressed asset in LA with a Prop D compliant, pre-ICO micro-license, the first license stack for recreational cannabis to be awarded in the state to grow, process, distribute and manufacture cannabis products.

2019

Raise, Rinse, Repeat

Holistic consolidated its operations into a parent company in mid-2019. To continue its expansion, Holistic completed a \$55 million capital raise primarily from friends and family. At the same time, the company expanded to the Bay Area with a social equity partner and purchased a license and properties in Michigan.

TODAY

Large and Growing

Holistic is one of the largest private multi-state operators (MSO) in the U.S. and has vertical operations in CA, MD, DC, PA, MA, and MI and is building out operations in WV and MO. Since mid-2017, we've grown from 15 full-time employees to over 600 with continued growth every day.



Our Commitment to Somerville

PROVIDING QUALITY EMPLOYMENT

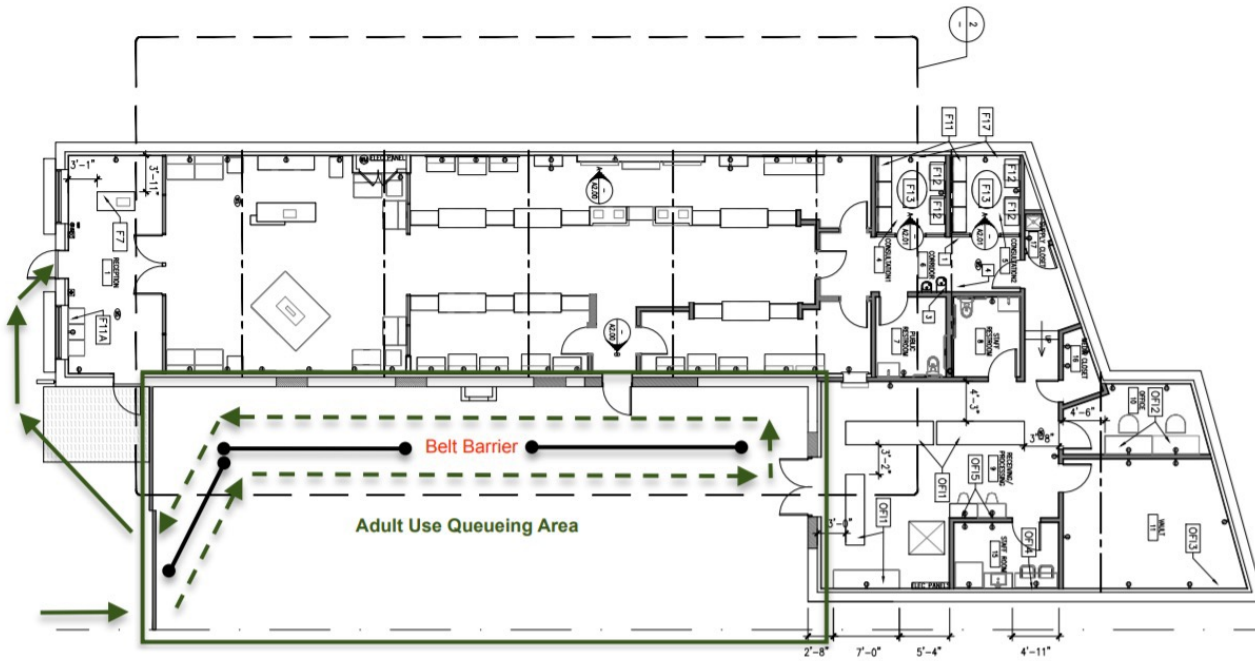
- Pay of \$16 to \$20/hour
- Salary range of \$51,000 to \$80,000
- Full Benefits starting the date of hire
- Commitment to hiring local; minimum of 50% Somerville and the surrounding communities
- Generous insurance coverage and flexible PTO

RECRUITING WITH LOCAL PARTNERS



Circa

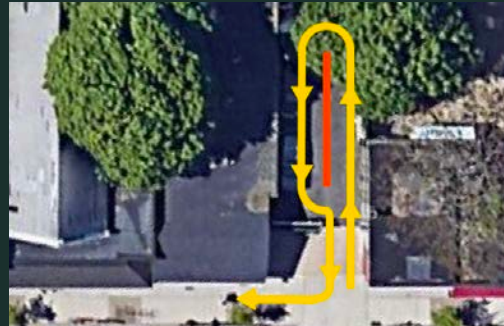




Low-Impact Presence

DISCREET QUEUING

Lines form in private area on property. Designed to not disrupt neighbors.





Adult Use



Medical Use

Balanced Approach

Sales floor divided to accommodate two groups of customers, using retractable barriers.



Prioritizing Medical Customers

Open one hour early each day for medical sales only.

Medical Sales Hours

Monday to Saturday
9:00am – 8:00pm

Sunday
10:00am – 5:00pm

Recreational Sales Hours

Monday to Saturday
10:00am – 8:00pm

Sunday
11:00am – 5:00pm



Structured Customer Experience

Appointment Time

Reserved in advance for adult use

Walk-In Business

To be added at the appropriate time

Online Product Reservations

Assist with wait times and traffic flow



Committed to Safety & Security

TECHNOLOGY

Utilizing the highest quality surveillance cameras available on the market

TRAINING

Meet or exceeding standards for preparedness and ongoing training

SAFETY

Welcoming stores, with community liaisons and relationships w/law enforcement



VINCE CANALES

Chief Security Officer

Vince designed and oversees top-tier, reliable protection and transport for Holistic's grow/process and retail locations in Maryland, and directs the local safety and security protocol teams in Holistic's other markets.





Impacting Somerville

LIBERTY SOMERVILLE | 2/14/2022



“In every state we operate, in every neighborhood we're lucky to be a part of, we think beyond the business of cannabis and work toward positive social change. Liberty Cannabis Cares is home to Holistic's corporate social responsibility work and has become essential to our goal of being the best place to work, shop and invest in cannabis.”

— Rabbi James Q. Kahn, Executive Director of Liberty Cannabis Cares



H HOLISTIC
INDUSTRIES

Scope of Our Impact



NATIONAL LEVEL

Shaping an ethical cannabis industry, pairing business success with commitment to mission



STATE LEVEL

Placing Corporate Social Responsibility (CSR) at the center of our licensing and operating strategies



STORE LEVEL

Connecting each store with the surrounding community, working with local partners and making a local impact



PERSONAL LEVEL

Empowering team members to address the critical issues impacting customers and communities



CSR Snapshot

Milestones of Impact in 2021

\$170,000+

In Liberty Cannabis Cares donations to amazing organizations like **Southern Poverty Law Center, Headcount, Sweet Relief Musicians Fund, Calvin's Hope for MS, Viscardi Center, Transgender Law Center, Rex Foundation** among others

6+

National Initiatives: **Vote w. PRIDE, Do Drops Flavors of PRIDE, Headcount, Amvets Career Conf, HBCU/CEI & Daze of Service Service.**

100+

LCC initiatives have engaged over 100 team members across California, DC, Maryland, Massachusetts, Michigan and Pennsylvania. From community clean ups, to adopted trails, to food drives, to farmers markets and Dispensary Education Highlights

4100+

Pounds of food donated to local community food banks and missions

700+

Personal care items donated to community food banks and shelters

3

Veteran programs, including mentorship w/ Pen Fed, Veterans Community Project and



Somerville Impact Map

Community Efforts, 2019–2021

LCC Pillars

- Community Engagement
- Cannabis Education
- Social Equity
- Promoting Diversity

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Marquis
2019	LCC DAY Equal Justice Initiative	LCC Day Somerville Homeless Coalition	Event Sponsor: More than a Moment: Dismantling Systemic Racism in the Cannabis Industry	Event Sponsor: Color of Cannabis Conference/Mid-Atlantic Cannabis Conference	6 th Annual Holiday Stroll Gold Sponsor (via Union Square Main Events) \$5,000 Mini-Union Square Stimulus Grants (\$3k) Keep Small Strong Challenge (\$2K)
2020	LCC DAY Last Prisoner Project	LCC Day Color of Change	LCC Day NAACP-Legal Defense Fund	Dr and A Rabbi-Cannabis Education with CED Clinic	Donated 2000 N95 Masks and gallons of Holistic produced hand sanitizer to Somerville DoH
2021	LCC DAYS Southern Poverty Law Center	CED Clinic Webinar with Dr. Caplan and Leaf Well Med Card Sign Up	"Keeping Somerville Safe" Sponsorship in support of the Farmers Market/Union Square and Main Street	CAAS LCC Day and Patient Education Event	LCC DAYS Somerville Homeless Coalition





THANK YOU!

For more information, please contact:
Rabbi James Kahn
Executive Director, Liberty Cannabis Cares
James.Kahn@HolisticIndustries.com

